

# **SOCIAL MEDIA ENGAGEMENT FRAMEWORK**

An overview of building an effective social media campaign and drive results.

**XIMNET**

# ABOUT SOCIAL MEDIA ENGAGEMENT

Social media engagement is a process of building a long-term relationship with your audience through the digital platform.

The three most popular social media channels today are **Facebook, Instagram and Twitter**. Each channel has its own uniqueness and function. Depending on your target audience, one may turn out to be more effective than the other.

Choosing the right social media channel also depends on the campaign idea. For example, visual-driven campaigns are most effective on Instagram whereas slogan writing may work better on Twitter.

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A highly recommended strategy to begin your social media engagement journey.

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# 1. Introduction

Why engage your target audience through social media?

Social media engagement has changed the customer experience. That makes it an incredibly important tool for your business. But it can also be very overwhelming. With over 1.5 billion monthly users, a Facebook presence has become a necessity for both online and offline businesses.

But return on investment for social media marketing efforts is difficult, and engagement is a blanket metric that doesn't describe how many users end up purchasing.



**of consumers who have had a good social media service experience with a brand are likely to recommend it to others.**

*Source: Ambassador*

In simplest terms, social media engagement is how well your followers are interacting with you, your brand, and your posts. It can be shown through likes and retweets, mentions and replies, share and link clicks, comments and more.

However, it is important to be mindful that social media is not just about selling and promoting your business. It is about dealing with complaints, solving customer problems and questions, and recognizing your followers.

Most of the time when users engage with brands on social media it is usually for one of the few reasons:

- **They are genuinely interested in your brand**
- **There is something in it for them**
- **The spotlight is on you and they want to take note of your response**
- **They are doing a comparison between you and your competitors**

Still, the question is, how do you get started? Let's get the IDEA Framework to help you through this journey.

## 2. What is IDEA Framework?

A highly recommended strategy to begin your social media engagement journey.

A good campaign comes with a proper plan. And in order to plan, you need insights.

The key to a successful campaign is first to **identify those that you are trying to engage**. Who are they? What are they looking for? Where do they hang out? What do they talk about? The more precise you can identify your target audience, the more effective your campaign will be.

Next, with the data and insights that you have collected, start to **formulate an approach or campaign** which will meet your audience's needs. What excites them? What's in it for them? How can you leverage on their influence to spread the word around?

Once the idea is finalise, it's time to **roll out and develop the idea for real**. This is often the most intense stage as you may encounter cases whereby what you envisioned differs from what is done. The key is to be open to alter the idea along the way and keep the goal consistent. Why are you doing this? Is the execution meeting the goal? Be honest.

Finally, start to assess your idea. **Evaluate the outcomes with your end goal again**. With the feedback and response captured, is there a need to refine your idea? Can it be done more effectively? IDEA encourages you to keep learning as you get to know your users better along the way.



Figure 1.0: The IDEA Framework

# 3. How to measure success?

Learn how to actually measure engagement and benchmark stats for the future.

Measuring engagement depends on the network, and as you know, there are unique aspects to each one. Here are what you can take into consideration to measure your success.

- ⊕ **Measure and track your follower growth.** This includes your total number of fans, followers and page likes.
- ⊕ **Track the interaction patterns for your posts.** This direct response metric helps you determine whether your audience is interested in what you're currently publishing, and should inform the type of content you share in the future.
- ⊕ **Monitor mentions.** You need to know if your brand sentiment across the digital platform. This guides you to the understand your brand performance and make improvements if necessary.
- ⊕ **Use analytic tools.** Measuring the overall success of any type of digital strategy can be complicated business so it is recommended to use some of these tools help you out: Google Analytics, Klout and Hootsuite are good for a start.

Being a successful brand on social media takes time, but you have to put in the effort to see results. Simply hiring a social media manager with no goals or direction can lead to wasted time and money.

Again, progress takes time, but increasing what you measure and how you do it can expedite the process.

Make sure you know your top performing content, social media networks and other tactics that help you build your audience and brand awareness.



**of time spent on social media platforms happens on mobile.**

*Source: Delhi School of Internet Marketing*

# 4. Social media best practices

What needs to be done to keep your users engaged.

Improving engagement is not rocket science, but it does take effort. Engagement is nothing less than building trusts and loyalty. So, the important thing is to know how to approach your audience, which is why these eight tips can help to improve your social media engagement.

<b>1</b> Make a commitment to post daily	<b>2</b> Use engaging visuals to attract engagement	<b>3</b> Speak to your audience like a person	<b>4</b> Foster partnership by sharing and re-tweet good ideas
<b>5</b> Be receptive and stay current with your audience	<b>6</b> Work as a team to produce mind-blowing campaigns	<b>7</b> Give credits to your loyal brand enthusiasts	<b>8</b> Be proactive in starting a conversation

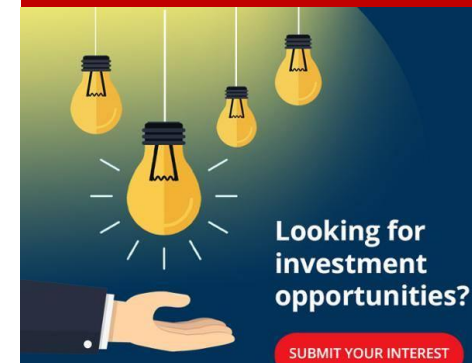
## EMBARKING ON SOCIAL MEDIA FOR PLATCOM VENTURES

PlatCOM Ventures Sdn Bhd is the national technology commercialisation platform of Malaysia. It is designed to discover and support innovations, assess and explore ideas systematically, turning the best ones into successful products and services.

The company needed to increase its brand awareness among their target audience as well as to attract more applications for its initiatives.

RESULTS:

- **More than 7,000 page likes on Facebook within 3 months.**
- **More than 100 quality connections built through LinkedIn**



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